The invention is claimed as follows:

1. An insert formed from a corrugated fibreboard blank for receiving and protecting a product, said insert comprising:

a first side panel associated with a first side air cell which is configured to protect the product, said first side panel having at least one anchor tab which is configured to be folded into said first side air cell to receive a first end of the product therein when the product comes into contact with said first side panel;

a second side panel associated with a second side air cell which is configured to protect the product, said second side panel having at least one anchor tab which is configured to be folded into said second side air cell to receive a second end of the product therein when the product comes into contact with said second side panel; and

a bottom panel associated with a bottom air cell which is configured to protect the product, said bottom panel configured to be suspended between said first and second side panels.

2. The insert as defined in claim 1, further comprising at least one spacer tab extending outwardly from said first side air cell opposite said first side panel and at least one spacer tab extending outwardly from said second side air cell opposite said second side panel, each said spacer tab configured to provide protection to said first and second side air cells when said insert is packed inside of a box.

3. The insert as defined in claim 1, wherein said bottom panel has a panel which is configured to be folded into said bottom air cell in order to stabilize said bottom air cell.

4. The insert as defined in claim 3, wherein said panel of said bottom panel has a tab portion thereon, and wherein said bottom air cell has a hole associated therewith, said tab portion of said panel of said bottom panel configured to be inserted and locked into said hole associated with said bottom air cell.

5. The insert as defined in claim 1, wherein each of said air cells of said insert are formed by folding the corrugated fibreboard blank and by securing a first portion of the corrugated fibreboard blank to a second portion of the corrugated fibreboard blank with an adhesive.

6. The insert as defined in claim 1, wherein each of said air cells of said insert are formed by folding the corrugated fibreboard blank and by inserting locking tabs of the corrugated fibreboard blank into holes of the corrugated fibreboard blank.

7. The insert as defined in claim 1, wherein said first side panel and said first side air cell are configured to fold outwardly or inwardly relative to said bottom panel and said bottom air cell in order to adjust to different sizes of the product.

8. The insert as defined in claim 1, wherein said second side panel and said second side air cell are configured to fold outwardly or inwardly relative to said bottom panel and said bottom air cell in order to adjust to different sizes of the product.

9. A method of forming an insert which is used for receiving and protecting a product, said method comprising the steps of:

providing a blank having anchoring tabs;

folding a first portion of said blank over onto a second portion of said blank;

securing said first portion of said blank to said second portion of said blank to form said blank into a generally tubular structure which is separated into a first air cell, a second air cell and a third air cell by partially cut lines provided on said blank;

folding said first air cell generally perpendicularly to said second air cell, at least one of said anchoring tabs of said blank being associated with said first air cell; and

folding said third air cell generally perpendicularly to said second air cell such that said third air cell faces said first air cell, at least one of said anchoring tabs of said blank being associated with said third air cell.

10. A method as defined in claim 9, further comprising the steps of:

providing said blank with an adhesive on said first portion thereof; and

securing said first portion of said blank to said second portion of said blank with said adhesive.

11. A method as defined in claim 9, further comprising the steps of:

providing said blank with at least one locking tab and at least one hole for receiving said at least one locking tab; and

inserting said at least one locking tab into said at least one hole in order to secure said first portion of said blank to said second portion of said blank.

12. A method as defined in claim 9, further comprising the steps of:

providing said blank with a panel such that when said panel is folded said panel is associated with said second air cell; and

folding said panel into said second air cell in order to stabilize said second air cell.

13. A method of securing a product within an insert, said method comprising the steps of:

providing the insert which is formed from a blank, the insert having a first side panel associated with a first side air cell, a second side panel associated with a second side air cell, and a bottom panel associated with a bottom air cell, said first side panel being separated from said bottom panel by partially cut lines formed in said blank, said second side panel being separated from said bottom panel by partially cut lines formed in said blank, said first and second side panels being foldable relative to said bottom panel along said partially cut lines;

providing said first side panel with at least one anchoring tab;

providing said second side panel with at least one anchoring tab;

positioning the product on said bottom panel of the insert;

folding said first side panel until a first end of the product pushes against said at least one anchoring tab of said first side panel such that said at least one anchoring tab of said first side panel is folded into said first side air cell and such that said first end of the product is secured within said first side air cell; and

folding said second side panel until a second end of the product pushes against said at least one anchoring tab of said second side panel such that said at least one anchoring tab of said second side panel is folded into said second side air cell and such that said second end of the product is secured within said second side air cell.

14. A method of forming an insert for receiving and protecting a product, said method comprising the steps of:

providing a generally rectangular blank which is folded over onto itself and is secured to itself by an adhesive, said folded blank configured to lay flat such that it has a first end defined by a first fold line and a second end defined by a second fold line;

positioning said first fold line of said folded blank against a surface;

pushing down on said folded blank at said second fold line to form a tubular insert having first, second and third portions from said folded blank, said first portion being connected to said second portion by a first partially cut fold line and having at least one anchoring tab for receiving a first portion of the product therein, said third portion being connected to said second portion by a second partially cut fold line and having at least one anchoring tab for receiving a second portion of the product therein;

folding said first portion relative to said second portion along said first partially cut fold line; and

folding said third portion relative to said second portion along said second partially cut fold line such that said at least one anchoring tab of said third portion faces said at least one anchoring tab of said first portion.